

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-2. (Canceled)

3. (Currently Amended) A system comprising:

a target computer to receive a content including an advertisement; and

a content provider coupled to the target computer via a network to transmit the content, the content provider comprising:

a user rule page containing information automatically obtained from the target computer by a first agent, the first agent having a trigger program to filter information and to determine whether the information is relevant to the user rule page; and

a rulebook to provide a rule based on the user rule page, the rule controlling the content to be transmitted from a database to the target computer, the rule stored in form of a condition-action pair, ~~a condition in the condition-action pair being a hardware characteristic of the target computer,~~ the user rule page including at least one of a hardware profile indicating hardware capabilities of the target computer, a software profile indicating software used by the target computer, and a user profile including dynamic information related to a user using the target computer, the dynamic information including information on web sites visited and time spent by the user on the websites;

wherein a second agent updates information in the user rule page based upon information received from the target computer and based upon the updated user rule page and finds new appropriate content including a second advertisement that is transmitted to the target computer.

4. (Currently Amended) The system of claim 3 wherein the hardware characteristic is profile includes a modem speed.

5. (Previously Presented) The system of claim 3 wherein the first agent uses an internet programming language.

6-16. (Canceled)

17. (Currently Amended) A system comprising:
a content provider transmitting a content including an advertisement via a network to a target computer, the content provider comprising:

a user rule page containing information being obtained automatically from the target computer by a first agent, the first agent having a triggering program to filter information and to determine whether the information is relevant to the user rule page; and

a rulebook to provide a rule based on the user rule page, the rule controlling a content transmitted from a database to the target computer, the rule being stored in form of a condition-action pair, ~~a condition in the condition-action pair being a hardware characteristic of the target computer,~~ the user rule page including at least one of a hardware profile indicating hardware capabilities of the target computer, a software profile indicating software used by the target computer, and a user profile including dynamic information related to a user using the target computer, the dynamic information including information on web sites visited and time spent by the user on the web sites;

wherein a second agent updates information in the user rule page based upon information received from the target computer and based upon the updated user rule page and finds new appropriate content including a second advertisement that is transmitted to the target computer.

18. (Currently Amended) The system of claim 17 wherein the hardware characteristic is profile includes a modem speed.

19-21. (Canceled)

22. (Previously Presented) The system of claim 17 wherein the content is transmitted in an internet protocol format.

23. (Previously Presented) The system of claim 20 wherein the software profile includes a software package and memory usage by the target computer.

24. (Currently Amended) The system of claim ~~[[6]]~~ 3 wherein the hardware profile includes a type of processor, an amount of memory available, processor clock speed and memory usage on the target computer.

25. (Currently Amended) The system of claim ~~[[6]]~~ 3 wherein the software profile includes a software package and memory usage by the target computer.

26. (Canceled)

27. (Previously Presented) The system of claim 17 wherein the rule page comprises a user profile including dynamic information related to a user using the target computer.

28. (Previously Presented) The system of claim 4 wherein the rule matches the content with the hardware characteristic of the target computer.

29. (Previously Presented) The system of claim 3 wherein the content is an advertisement banner.

30-31. (Canceled)

32. (Previously Presented) The system of claim 19 wherein the hardware profile includes a type of processor, an amount of memory available, processor clock speed, and memory usage on the target computer.

33-35 (Canceled)

36. (Previously Presented) The system of claim 27 wherein the dynamic information comprises information on web sites visited and time spent by the user.

37-39 (Canceled)

40. (Previously Presented) The system of claim 17 wherein the first agent uses an internet programming language.

41. (Previously Presented) The system of claim 3 wherein the content is transmitted in an internet protocol format.

42-44. (Canceled)

45. (Previously Presented) The system of claim 17 wherein the content is an ad banner.

46. (Previously Presented) The system of claim 3 wherein the first agent is an object code for a control residing on a web page.

47. (Previously Presented) The system of claim 46 wherein the control is transmitted with the web page while a dormant object code resides on a server.

48. (Previously Presented) The system of claim 3 wherein the target computer communicates with additional content providers, and wherein the target computer maintains several provider rule pages of the additional content providers.

49. (Original) The system of claim 48 wherein each provider rule page includes information from at least one of the additional content providers.

50-53 (Canceled)

54. (Previously Presented) The system of claim 17 wherein the first agent is an object code for a control residing on a web page.

55. (Original) The system of claim 54 wherein the control is transmitted with the web page while a dormant object code resides on a server.

56. (Previously Presented) The system of claim 17 wherein the target computer communicates with additional content providers, and wherein the target computer maintains several provider rule pages of the additional content providers.

57. (Original) The system of claim 56 wherein each provider rule page includes information from at least one of the additional content providers.